

(10) ABSTRACT OF THE DISCLOSURE

Method and apparatus for document content publishing, distribution, and display, including a method of doing business. An electronic display includes at least one
5 reusable imaging stratum forming a pixel array of a bi-modal molecular colorant.

Preferably, the molecules have bistable orientations. The imaging stratum having a viewing surface and a back surface. Adjacent said back surface is a background stratum.

An addressing device is mounted for selectively switching colorant molecules of the imaging stratum between a transparent orientation and a color-exhibiting orientation. The
10 present invention is adaptable to reflective light, back lit, and projection implementations.